

Company Profile

Akrolyth Consulting & Analytics provides expert commercial strategy and business planning, opportunity assessment and acquisition/licensing support, modeling and forecasting, analytical, and market research services for Life Science companies – pharma, biotech, medtech, startups, and investors.

We specialize in providing customized solutions to non-traditional business challenges, combining expert analytical acumen with in-depth and wide-ranging market experience.

Akrolyth has a broad range of experience across multiple therapeutic areas, with particular expertise in rare/orphan diseases and specialty therapies. We have worked extensively on the US and EU markets, as well as Latin American and Asian markets.

Expertise and Capabilities



Opportunity Assessment and Due Diligence

Maximize insight for potential targets or partners

- Opportunity screening and sourcing: asset-, disease- and tech-based
- Target prioritization frameworks & execution
- Competitive intelligence and pipeline assessment
- Diligence & business case
- C-suite & investor briefs, presentations, and pitches



Commercial Strategy and Business Planning

Help differentiate and shepherd products to reach their potential

- Positioning and differentiation
- New product commercial strategy and development
- Portfolio strategy and optimization
- Business plan development and launch planning
- Leveraging deep expertise in rare/orphan disease and specialty products



Modeling and Forecasting

Customized approaches for unconventional market challenges

- Utilization and revenue models: clinical/epidemiological- and volume-based
- Market-tracking and portfolio models
- Medical device and technology models
- Commercial reporting, P&L, long-term planning



Market Analytics and Insights

Expert analytical acumen to optimally inform business decisions

- Market research: primary and secondary, qual. and quant.
- Product profile development, testing, and refinement
- Engaging diverse stakeholders - KOLs to patients
- Product and market performance analysis
- Sales force planning, targeting, and profiling

Personal Bio

Shlomo Harnas has over 10 years' experience in healthcare commercial strategy, business planning, and acquisition/licensing support across consulting and industry. He has worked extensively on due diligence, new product development, and commercial/market entry strategy in the US, EU, and emerging markets.

He was the go-to due diligence/LM&A support lead with Navigant Consulting's global Life Science practice, and a member of the strategy practices of Leerink Swann and Clarion Healthcare. More recently, he was the North America Director of Commercial Development & Commercial Assessment with Grünenthal, a Germany-based global pharma.

Throughout his career, Shlomo has been especially valued for his depth of insight, versatility and speed in gaining mastery of new subjects, as well as his ability to navigate complexity and provide structure and clarity to challenging questions.

Shlomo holds a Master's in Biology from the Massachusetts Institute of Technology, where he was a Presidential Doctoral Fellow, and a Master's/Bachelor's in Biochemistry and Mathematics from Brandeis University, *summa cum laude*, with highest honors.

He has lived in 4 countries, is fluent in English and Portuguese, and is conversant in 3 more languages.

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